

**What is claimed is:**

1. A business method for join advertisement of member stores using advertisement materials such as discount/thanks coupons and lottery tickets, the  
5 business method comprising the steps of:

(a) distributing advertisement materials such as discount/thanks coupons and lottery tickets, made in a bundle by a publicity center of a central service provider managing the member stores, to each member store;

(b) distributing the advertisement materials such as discount/thanks coupons and  
10 lottery tickets from the member stores to customers freely;

(c) the customer, who receives the advertisement material, utilizing service recorded on the advertisement material with keeping the advertisement material until a lottery lot date; and

(d) determining a winning number with respect to the lottery numbers recorded  
15 in the advertisement materials such as discount/thanks coupons and lottery tickets, and then executing a specific thanks event to a customer who possesses an advertisement material having a winning number.

2. The business method according to claim 1,  
20 wherein the advertisement materials such as discount/thanks coupons and lottery tickets contain a specific lottery number, business contents and contact information of a plurality of member stores.

3. A system for implementing join advertisement of member stores using advertisement materials such as discount/thanks coupons and lottery tickets, which includes a server of a central service provider connected to a terminal of each member store via a communication network and having a lottery issuance system for printing a  
5 lottery number in the advertisement materials, wherein the advertisement materials issued by the lottery issuance system are distributed to customers at each member store, wherein the lottery issuance system comprises:

a lottery number issuance request receipt unit for automatically receiving a issuance request for the advertisement material from the terminal of the member store  
10 via the communication network;

a random lottery number generation unit for generating a random lottery number whenever the lottery number issuance request is received;

a lottery number transmission unit for storing the random lottery number in a lottery number database and transmitting the random lottery number to the terminal of  
15 the member store who requests the lottery number issuance; and

a lottery winning verification unit for automatically confirming a winning result of the lottery number in the advertisement material,

wherein the terminal of the member store is connected with a lottery number output unit for printing the lottery number received from the lottery number  
20 transmission unit on a blank area of the advertisement material,

wherein the system is configured so that, when the advertisement is delivered to a customer by the member store, the customer accesses the server of the central service provider through the terminal of the member stores or another network terminal and

then checks a winning result using the lottery winning verification unit.

4. A business method for join advertisement of member stores using advertisement materials such as discount/thanks coupons and lottery tickets, the
- 5 business method comprising the steps of:

building a telephone number system having a directory structure which may be automatically controlled by a central server of a communication service provider;

transmitting the telephone number system to a data storage unit of a user terminal;

- 10 storing telephone numbers of member stores in a database having a directory structure in accordance with goods or service requested by the user; and

- when the user requests communication connection by accessing the database having directory structure stored in the user terminal or built in the central server of the communication service provider, linking the user terminal to a phone number of the
- 15 member store terminal stored in the central server of the communication service provider,

whereby a headquarter can control total advertisement without individual advertisement by each member store.